

**Claims**

1. A particulate composition comprising controlled release particles wherein discrete elements of flavouring-containing fat are dispersed in a gelatine matrix, said particles containing:
  - 5 0.1-40 wt%, preferably 5-30 wt% of flavouring;
  - 10-70 wt%, preferably 20-50 wt% of gelatine; and
  - 0.1-75 wt%, preferably 5-50 wt% of fat, the fat having a melting point of at least 35, preferably 38°C;

10 and said particles having a volume weighted average diameter of 50 – 1500  $\mu\text{m}$ .

- 2. Composition according to claim 1, wherein at least 90 % of the flavouring is dissolved or dispersed homogeneously in the discrete fat elements.
- 15 3. Composition according to claim 1 or 2, wherein the controlled release particles further comprise a film forming carbohydrate in an amount of 0.1-10 wt%, which film forming carbohydrate is selected from the group of gums, modified starches, cellulose derivatives and mixtures thereof.
- 20 4. Composition according to any one of the preceding claims, wherein the controlled release particles further comprise a carbohydrate plugger in an amount of 1-30 wt%, which plugger is selected from the group of mono, di and tri-saccharides and mixtures thereof.
- 25 5. Composition according to any one of the preceding claims, wherein the gelatine has a bloom value of 10-300.
- 6. Composition according to any one of the preceding claims, wherein the gelatine is derived from bones, especially bones originating from pigs.

30 7. Composition according to any one of the preceding claims, wherein the hardened fat has a melting point of at least 45 °C.

8. Composition according to any of the preceding claims comprising 0-6 wt% of water.
9. Composition according to any of the preceding claims, wherein the flavouring is selected from the group of menthol flavouring, mint flavouring, eucalyptus flavouring and mixtures thereof.
10. Composition according to any one of the preceding claims, wherein the composition comprises at least 50 wt% of the controlled release particles.
11. Composition according to any one of the preceding claims, wherein the flavouring and fat contained within the controlled release particles are present as discrete elements that are entrapped within a matrix containing the gelatine.
12. Composition according to any one of the preceding claims, wherein the combination of flavouring, gelatine and fat constitutes 50-100 wt% of the controlled release particles.
13. Composition according to any one of the preceding claims, wherein the controlled release particles are obtainable by extrusion or spray drying of a solution or dispersion comprising flavouring, gelatine, fat and solvent or by fluidized bed coating of core particles with said solution or dispersion.
14. Composition according to any one of the preceding claims wherein the controlled release particles comprise an outer coating layer containing at least 50 wt% of a hydrocolloid selected from the group of polysaccharides, zein, shellac, cellulose derivatives and combinations thereof.
15. Composition according to any one of the preceding claims, wherein:  
$$(\text{Bloom number}/150) + (\text{wt\% gelatine}/30) * (\text{wt\% fat}/10) \geq 1$$
16. Composition according to any one of the preceding claims, wherein:  
$$(\text{Bloom number}/150) + (\text{wt\% gelatine}/30) * (\text{wt\% fat}/10) \leq 1$$

17. Flavour delivery system, comprising 5-70 wt% of a composition according to claim 15 and 5-70 wt% of a composition according to claim 16.
- 5 18. Flavour delivery system, comprising 5-70 wt% of a composition according to claim 15 and 5-70 wt% of liquid flavour.
- 10 19. Use of a particulate composition according to any one of claims 1-16 or of a flavour delivery system according to claim 17 or 18 for imparting controlled flavour release characteristics to chewing gum or toothpaste.
20. Chewing gum or toothpaste comprising 0.01-6 wt% of a particulate composition according to any one of claims 1-16 or of a flavour delivery system according to claim 17 or 18.